

**Help customers to maximize the value of existing software investments**  
**Sell IBM software offerings into the IBM Install Base**



The Install Base program is designed to target companies who have either purchased or renewed their software license(s) or subscription(s) in the past 2 years. It promotes software renewals, version-to-version upgrades, software offering cross-sells, and loyal initiatives to help customers enhance the functionality of their existing IT environment. These IBM software solutions help customers maximize the value of their existing software investments, while helping them build and deploy new software applications and solutions faster and more efficiently, enabling them to reduce the complexity of, transition, and optimize their existing IT environment to better compete in the on demand world.

IBM offers a comprehensive set of software products that can be used in conjunction with a customer's existing IBM software investments to create solutions to improve one's existing IT environment and address critical pain points such as Content and Information, Security and IT

Management, Application Foundation, Business Integration, Application Development and User Experience.

The following IBM Solutions form a strong sell opportunity for upgrades and additional cross sales.

Upgrades:

- **Lotus Notes Domino 6.5.1**

Lotus Notes and Domino 6.5 bring together all elements necessary to maximize collaboration and human interaction.

- **Informix IDS 9.4**

IDS 9.4 is the fastest, most scalable, most stable, most secure and most feature rich IDS release ever.

- **WebSphere Application Server v5**

IBM WebSphere Application Server, Version 5 is a proven, agile e-business platform designed to support today's business imperatives.

- **WebSphere MQ v5.3**

IBM WebSphere MQ is market-leading business integration software

- **WebSphere Commerce v5.6**

IBM WebSphere® Commerce software provides powerful sell-side solutions to handle the challenges encountered in customer and trading partner environments

Cross-Sell:

- **Informix Blue Bundle**

Informix™ customers can extend the responsiveness, focus, and resiliency of their applications by adding capabilities to existing IT investments

- **Tivoli Monitoring and Transaction Performance for Web Infrastructure and Business Integration**

Critical tools that help ensure the performance and availability of application servers and associated Web servers

- **Lotus Domino PLUS WebSphere Application Server**

Helps take applications used to run the business and extend them to the Web.

- **Lotus Domino PLUS WebSphere Portal Express**

Helps pull together all required information resources into a single, personalized Web site or portal

- **DB2 UDB PLUS WebSphere Studio Application Developer and WebSphere Application Server**

Reinforces its reputation as the premier Java technology-based Web application server integrating enterprise data and transactions with the dynamic e-business world.

- **DB2 UDB PLUS WebSphere MQ**

Streamline information flow between people, processes and applications to eliminate unnecessary work and delay.

- **WebSphere Portal PLUS Lotus Instant Messaging and Web Conferencing**

More than 10 million people use IBM Lotus Instant Messaging and Web Conferencing (Sametime) for presence awareness and instant messaging every day to quickly find and communicate with one another, increasing productivity.

- **DB2 on Linux**

IBM DB2 Information Management on Linux offer a competitive advantage through significant savings from lowered cost of hardware and OS ownership, and through technology leadership in performance scalability, accessibility, and openness, personnel and data.

**Do your customers need install base Solutions? They do if they are.....**

- Customers who have purchased or renewed IBM software licenses or subscriptions in the past 24 months
- An IT audience (CIO, CTO, senior IT managers, developers and practitioners)
- In a large (5000+) enterprises, and small and medium businesses (100-4999)
- Representative across all industries

## IBM Business Partners report a 9 to 1 ratio of profit to investment dollars

### Market Opportunity

IBM has a series of webcasts, direct mails, email, telesales and face-to-face sales activity in market to support install base upgrade and cross-sell priorities. To better communicate the IBM install base play and the value of IBM solutions to the marketplace, demand generation activities have been divided into 6 separate themes – with each theme targeted at a specific customer need identified through our extensive market intelligence research. The themes are Content and Information, Security and IT Management, Application Foundation (a Services Oriented Architecture play), Business Integration, Application Development, and User Experience. These themes are supported by the previously mentioned demand generation tactics and backed by creatives and collateral material developed by our advertising agency. The six themes will be introduced into the market throughout the year in the order mentioned above. To find out the details behind about each in market theme once it has been introduced, be sure to check, the Install Base Program section of the PartnerWorld for Software website.

### Reality Research & Consulting conducted a report analyzing Business Partner profitability when they engage with IBM software

#### A few of the results include:

- IBM provides an excellent return on a Business Partner's overall investment. IBM Business Partners, on average, report a 9 to 1 ratio of profit dollars to investment dollars.

- IBM provides a 21X sales multiple. For every dollar a customer spends on IBM middleware, an additional \$21 is spent by that customer on related software, hardware, and services purchases.
- IBM certifications provide a significant ROI. Each dollar spent in training yields \$345 in revenue.

<https://www-100.ibm.com/partnerworld/software/pwswzone.nsf/docs/ASOA-5UCR85?opendocument>

Webcasts and other material supporting our theme initiatives will be constantly updated on the Install Base Program section of the PartnerWorld for Software website. <https://www-100.ibm.com/partnerworld/software/pwswzone.nsf/docs/ASOA-5UCR85?opendocument>

And while there will be no direct print or TV advertising specific to Install Base, the overarching SWG advertising will address the entire IBM Software portfolio, and thus the importance of building out one's infrastructure with IBM Software solutions.

For **IBM Business Partners** that want to engage with SWG

customers, IBM Software will deliver programs that enable the Partner to cross sell and up-sell products, increase their profitability and market growth, and protect their customer's investment in legacy systems. By targeting one's existing IBM customer base, the partner is able to address a known audience. And our research has shown that as the number of brands sold into an account increases, the revenue potential increases while the sales cycle decreases. And most importantly, existing IBM Software customers are much more likely to buy additional IBM Software products over other Software brands. And given that Install Base activities give partners a reason to approach their accounts, it opens the door for potentially lucrative service engagements to compliment the proposed software sale.



A wealth of information and tools are available for Business Partners to build their own practices and marketing campaigns around IBM install base solutions.

The best resource for IBM Business Partners is the Business Partner Zone on the PartnerWorld for Software Web site. To gain access to this site you must first register as an IBM Business Partner by visiting:

[ibm.com/partnerworld/software](http://ibm.com/partnerworld/software)

With Business Partners playing such a critical role in the overall go-to-market plan for IBM install base solutions, you have access to a variety of resources designed to help maximize your success:

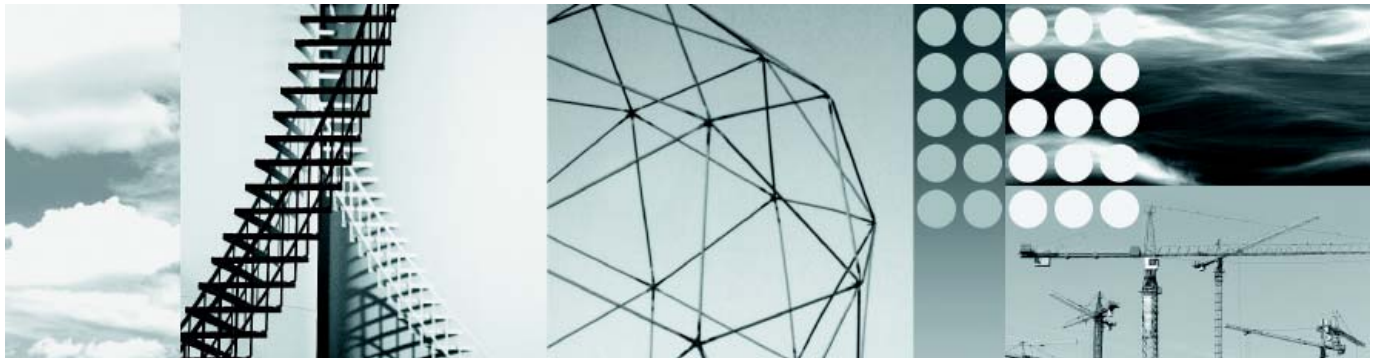
**Marketing:** In the marketing materials section of the Business Partner Zone you will find materials that make it easy to promote your install base solutions. We encourage you to use the direct marketing templates, email & Web copy, seminar resources, telemarketing scripts, and even suggested offers to use in your own demand generation activities.

**Training and education:** IBM recognizes that the key to profitable services engagements is repeatability. So we offer a host of classes to help Business Partner technical resources gain expertise on the various products that comprise IBM install base solutions.

**Sales Support:** You can use IBM's technical sales support to gain a competitive advantage when selling your own services.

Start today by visiting the BP Zone -> Marketing Resources -> 2004 Marketing Programs or contact your Business Partner Representative to add this to your PartnerPlan.

## *IBM Software is winning in the marketplace*



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